## ORDER

105329 Order / Rev: Orders Alt Order #: 06839844 DCCC **Product Desc:** Estimate: 1472 Flight Dates: 09/18/12 - 09/24/12 Primary AE: Amy McCreary Original Date / Rev: 08/08/12 / 08/09/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Great American Media **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: **Broadcast** 1010 Wisconsin Ave. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Revised Democratic Congressional Campaign Advertiser Name: Demographic: A35+ New Business Thru: Product Codes: PLI2 Order Separation: 00:15:00

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	82	\$55,775.00	\$47.408.75

## Totals

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	82	\$55,775.00	\$47,408.75	0.00
Totals	82	\$55,775.00	\$47,408,75	0.00

## **Account Executives**

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PISSUE, GEN

Order Share	Share	Total
KSNV	30%	\$55,775.00
Market	100%	\$185 916 67

Competitivé Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$50,197.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$31,605.83
KTUD	1%	\$1,859.17
KVVÜ	17%	\$31,605.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$14,873.33

	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	KSNV	09/18/12	09/24/12	M-F 5-6a WakeU	pw/Wa@M	5-6a	MTWTF	:30	5	\$325.001	M/ 00.0	5	\$1,625.00
					M-F 5-6a WakeU	p w/Wagners								
		WAKE L	JP WITH T	THE WAGI	NERS									
		Star	<u>t Date</u>	nd Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	W	eek: 09/1	18/12 (	09/24/12	MTWTF-~	5	\$325.00	0.00		•				

Print Date: 08/10/12 08:24:26

KSNV

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Order / Rev:

105329

Advertiser:

Democratic Congressional Campaign Cc

Alt 'Order #: Flight Dates: 06839844

09/18/12 - 09/24/12

Product Desc: Estimate:

1472

DCCC

E   KSNV 081912 092412   MF-56 a WakeLy wWinglows   6-6	Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spe	ots	Rate Pri	Rtg Type	Spots	Amount
Salar Date   End Date   Weekdays   SacishYeek   Salar   Sala	E 1 KSN	V 09/18/1	2 09/24/12			5-6a	MTWTF	:30	5	\$325.001	0.00 NM	5	\$1,625.00
Start Date   End Date   Weekdown   Special/Week   Special   Weekdown   Special/Week   Special   Weekdown   Special/Week   Sp	WAK!	ETTE WITE	THE WAGN		p w/Wagners								
March 1997-1997-1997-1997-1997-1997-1997-1997					Spots/Week	Rate	Rating						
WARE UP EARLY WITHE WORKERS   Spots/Week   Spots   S	-										-		
Marke UP EARLY WITH EVACUATION   Marked years   Marked years   Marked UP   Marked years   Mark	E 2 KSN	V 09/18/1	2 09/24/12		-	430a-5a	MTWTS	:30	5	\$200.001	0.00 NM	5	\$1,000.00
Start Date   End Date   Meekdary   Spots/Week   Sate   Spots/Week   Sate   Spots/Week   Spots/	WAK	F UP FARI	Y W/THE W		/agners	•							
E 3 KSHV 09/19/12 99/24/12 M-F 6-7a WelseUp wWwsgeness Water De Will HTH WAGNERS Sub Debt End Date Weekday Meekday Sobst-Meek Rate Week 09/19/12 09/24/12 Today Show Today Show Today Show Star Date End Date Weekday Sobst-Meek Rate Week 09/19/12 09/24/12 Today Show					Spots/Week	Rate	Rating				÷		
MARK UP WITH THE WAGNERS   Start Date   Ind Date   Meek Gary 12   Septs/Week   Sat   Septs/Week   Sat   Septs/Week   Sat   Septs/Week	Week: 0	9/18/12	09/24/12	MTWTS	5	\$200.00	0.00						
Wash: Carrier   Wash: Carrie	E 3 KSN	V 09/18/1	2 09/24/12	-	-	6-7a	MTWTF	:30	3	\$1,000.001	0.00 NM	3	\$3,000.00
Sint Date   End Date   Week Gardy 12   2092/12   Today Show   Today	WAK	E UP WITH	THE WAGI		p w/vvagners								
E 4 KSNV 09/18/12 09/24/12 Today Show Today Show Today Show Today Show Today Show Today Show Starr Date					Spots/Week	<u>Rate</u>	Rating						
Today Show   Shart Dafe   End Date   Mexical Short			·		3	\$1,000.00	0.00						
TODAY SHOW    Size Date   End Date   Weekdays   Member   Supplies   Supplie	E 4 KSN	V 09/18/1	2 09/24/12	•	CM	658a-9am	MTWTF	:30	4	\$1,500.001	0.00 NM	4	\$6,000.00
Memory   M	TODA	AY SHOW		Today Show									
E 5 KSNV 09/22/12 09/22/12   News 3 Sunitise - SATURIDM News 3 Control (News	9	Start Date	End Date				Rating					1	
News 3 AT SUNRISE   Start Date   Weekdays   Spots/Week   Rate   Spots/Week   Start Date   Weekdays   Spots/Week   Spots/												l	
NetWest 24 T3 UNINSE	E 5 KSN	V 09/22/1	2 09/22/12			6a-7a	S-	:30	1	\$350.001	0.00 NM	1	\$350.00
Meek: 09f/17/12   09f/23/12   09f/23/12   Saturday Today   CM   7a-9am	NEW	S 3 AT SU	NRISE	News 3 Sumse 3	DATUNDAT								
E 6 KSNV 09/22/12 09/22/12   Saturday Today	_				Spots/Week		_				•		
Saturday ToDay   Saturday   Saturday Today   Saturday T	····				1					*****		<b>l</b> .	
SATURDAY TODAY   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00	E 6 KSN	V 09/22/1	2 09/22/12		CM	/a-9am	S-	:30	1	\$625.001	0.00 NM	1	\$625.00
Week: 09/17/12   09/23/12   News 3 Sunrise - SUND&M   6a-7a	SATU	JRDAY TO	DAY	Catalday Today									
F	_												
News 3 AT SUNISE   Start Date   Start Date   Start Date   Sunday Today   Sunday Today Sunday Today   Sunday T						·····		-20		#BDE DO4	0.00 NIN		<b>#205.00</b>
NEWS 3 AT SUNRISE   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   O.00	E / KSN	V 09/23/1	12 09/23/12			6a-7a	5	:30	1	\$325.001	U.UU NIVI	1	\$325.00
New Normal National	NEW	S 3 AT SU	NRISE	, , , , , , , , , , , , , , , , , , , ,									
E 8 KSNV 09/23/12 09/23/12 Sunday Today Sunday Spots/Week Rate Rating Sunday	_				Spots/Week								
Sunday Today   Sunday Today   Spots/Week   Rate   Rating   Spots/Week   Spots/Wee	,				CM			-30	1	\$750 <b>00</b> 1	0.00 NM	1	<u>ቁ</u> ፖፎሲ ሲሲ
TODAY ON SUNDAY   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	E O NON	IV 0912311	12 08/23/12	•	Civi	ra-oaiii	5	,30	1	φ/ 30,00 1	U.UU INIVI	'	\$750.00
Week: 09/17/12   09/23/12   09/23/12   News 3 Today Wknd CM 9a-930am	TOD	AY ON SUI	NDAY	, ,						٠			
Solution	_			<u>Weekdays</u>	Spots/Week								
News 3 ToDay/wKend   Start Date   End Date   Weekdays   Spots/Week   Rate   Spots/Week   O9/23/12				News 3 Today M	knd CM			-30	1	\$500,001	0.00 NM	1	\$500.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Spots/Week   Spots/Week   Rate   Rating   Spots/Week   S	L 3 Non	14 03/23/	12 00/20/12	-	KIIG OW	38-300ai:i	3	.00	'	φοσσ.σσ τ	0.00 1410	'	φουσ,σσ
Week: 09/17/12   09/23/12   09/23/12   09/23/12   Chris Matthews 9:30AM 6M   09:30a-10a   0.00   0						_							
E 10 KSNV 09/23/12 09/23/12 Chris Matthews 9:30AM 6M 9:30a-10a					•		_						
Chris Matthews SUN 9:30am  CHRIS MATTHEWS SHOW  Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   Start Date   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   Sta						·		:30	1	\$500.001	0.00 NIV	1	\$500.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating		,-+,					_		•	, , , , , , , , , , , , , , , , , , ,	5,55		4555.55
Week: 09/17/12       09/23/12      S       1       \$500.00       0.00         E 11 KSNV 09/18/12 09/24/12       M-F Today Show II 3rd H0M       9-10a       MTWTF       :30       3       \$750.001       0.00 NM       3       \$2,250.00 NM         TODAY SHOW II         Start Date Start Date Weekdays Spots/Week Rate Rating         Week: 09/18/12       09/24/12       MTWTF       3       \$750.00       0.00         E 12 KSNV 09/18/12 09/24/12       M-F Today Show III 4th ISM 10am-11am MTWTF       :30       5       \$325.001       0.00 NM       5       \$1,625.00 Today 4th Hour         TODAY SHOW III         Start Date End Date Weekdays Spots/Week Rate Rating         Week: 09/18/12       09/24/12       MTWTF       5       \$325.00       0.00					O ( 80/ 1	- <i>'</i>	- ·					l	
E 11 KSNV 09/18/12 09/24/12 M-F Today Show II 3rd H6M 9-10a MTWTF :30 3 \$750.001 0.00 NM 3 \$2,250.00 M-F Today Show II  TODAY SHOW II  Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/18/12 09/24/12 M-F Today Show III 4th K6M 10am-11am MTWTF :30 5 \$325.001 0.00 NM 5 \$1,625.00 Today 4th Hour  TODAY SHOW III  Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/18/12 09/24/12 MTWTF 5 \$325.00 0.00					Spots/Week								
TODAY SHOW II	<del></del>				II 3rd HGM	•	-	:30	3	\$750.001	0.00 NM	3	\$2,250.00
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/18/12         09/24/12         MTWTF         3 \$750.00         0.00           E 12 KSNV 09/18/12 09/24/12         M-F Today Show III 4th ISM 10am-11am MTWTF         :30 5 \$325.001         0.00 NM         5 \$1,625.00           TODAY SHOW III           Start Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/18/12         09/24/12         MTWTF         5 \$325.00         0.00							• •		_				, ,
Week: 09/18/12       09/24/12       MTWTF       3       \$750.00       0.00         E 12 KSNV 09/18/12 09/24/12       M-F Today Show III 4th IBM 10am-11am MTWTF       :30 5 \$325.001 0.00 NM 5 \$1,625.00         TODAY SHOW III         Start Date End Date Weekdays Spots/Week Rate Rating         Week: 09/18/12 09/24/12       MTWTF       5 \$325.00 0.00				Madalaca	Cual-All	D. L.	Datie -					1	
E 12 KSNV 09/18/12 09/24/12 M-F Today Show III 4th IBM 10am-11am MTWTF :30 5 \$325.001 0.00 NM 5 \$1,625.00 Today 4th Hour TODAY SHOW III Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/18/12 09/24/12 MTWTF 5 \$325.00 0.00							<del>-</del> -						
Today 4th Hour TODAY SHOW III <u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 09/18/12 09/24/12 MTWTF 5 \$325.00 0.00								:30	5	\$325.001	0.00 NN	1 5	\$1,625.00
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 09/18/12 09/24/12 MTWTF 5 \$325.00 0.00													•
Week: 09/18/12 09/24/12 MTWTF 5 \$325.00 0.00				Maekdovo	SnoteAMack	Doto	Datina					I	
												1	
					CM		MTWTF	:30	5	\$325.001	0.00 NN	<b>4</b> 5	\$1,625.00

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Order / Rev:

105329

Adv

Advertiser:

Democratic Congressional Campaign Cc

Alt Order #:

06839844

Product Desc:

DCCC

KSNV

Flight Dates:

09/18/12 - 09/24/12

Estimate:

1472

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	3pots	Amount
			Rachael Ray									
RACHE												
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09		09/24/12	MTWTF	5	\$325.00	0.00			******	0.00.111.6	_	
E14 KSNV	09/18/1	2 09/24/12	Noon News	СМ	12-1230pm	MTWTF	:30	5	\$425.001	0.00 NM	5	\$2,125.00
NEWS	3 AT NO	ON	MOOII MEWS									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/24/12	MTWTF	5	\$425.00	0.00						
E 15 KSNV	09/18/1	2 09/24/12	The Agenda 1230	Dpm CM	1230-1p	MTWTF~~	:30	5	\$325.001	0.00 NM	5	\$1,625.00
			The Agenda 1230	•	•							. ,
NEWS	4: THE A	AGENDA								i		
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09		09/24/12	MTWTF	5	\$325.00	0.00			<del></del>			
E 16 KSNV	09/18/1	12 09/24/12	The Doctors	СМ	2pm-3pm	MTWTF⋯⋯	:30	3	\$325.001	0.00 NM	3	\$975.00
דעב ה	OCTORS	<b>.</b>	The Doctors							ŀ		
	art Date	, End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/24/12	MTWTF	3	\$325.00	0.00						
		2 09/24/12	Dr. Phil	CM	3-4p	MTWTF	:30	3	\$450.001	0.00 NM	3	\$1,350.00
211 110111	00/10/		Dr Phil	Oill	o ip		.50	Ü	ψ-30.001	0.00 14141	J	Ψ1,000.00
DR. Ph	IIL											
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				1		
Week: 09	/18/12	09/24/12	MTWTF	3	\$450.00	0.00						
E18 KSNV	09/18/	12 09/24/12	NEWS 3 at 4 (1	,	4-5pm	MTWTF	:30	4	\$600.002	0.00 NM	4	\$2,400.00
HID OH	NIMPLIA A		4PM NEWS (1 h	our)	(4:00 PM-4:3	0 PM)						
		AT FOUR	381 1 1							1		
<u>St</u> Week: 09	art Date	End Date 09/24/12	<u>Weekdays</u> MTWTF~~	Spots/Week 4	Rate	Rating						
		12 09/24/12	· · · · · · · · · · · · · · · · · · ·			0.00 MENGER	-20		ф700 004	0.00 NINA	-	<b>00 500 00</b>
E 19 KONV	09/10/	12 09/24/12	NEWS 3 at 4 (1 4PM NEWS (1 h	,	4-5pm (4:30 PM-5:0	MTWTF	:30	5	\$700,001	0.00 NM	5	\$3,500.00
NEWS	4 AT 430	)P	4) W NEVVO (11)	oui,	(4.00 1 111-0.0	O 1 M)						
St	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09	/18/12	09/24/12	MTWTF	5	\$700.00	0.00						
E 20 KSNV	09/18/	12 09/24/12	M-F Early News	CM	5-630p	MTWTF	:30	5	\$1,000.001	0.00 NM	5	\$5,000.00
			M-F Early News							1		. ,
EARLY	NEWS											
_	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				ŀ		
Week: 09		09/24/12	MTWTF	***************************************	\$1,000.00	0.00						
E 21 KSNV	09/22/	12 09/22/12	News 3 Live in Pa	rime CM	7-10pm	S-	:30	1	\$650.001	0.00 NM	1	\$650.00
KSNV	EARLY N	JEWS	News 3 in Prime									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				i		
Week: 09		09/23/12	S-	1	\$650.00	0.00						
			M-F Jeop/Wheel	CM	630-730pm	MTWTF	:30	2	\$1,000.001	0.00 NM	2	\$2,000.00
HAR HOIT	00, 10,	12 00/21/12	M-F Jeopardy/W		•		.00	_	Ψ1,000.001	0.00 THIN	_	ΨΖ,000.00
Wheel	of Fortur	ne/Jeop	' '									
<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09	9/18/12	09/24/12	MTWTF~~	2	\$1,000.00	0.00						
E 23 KSNV	/ 09/18/	12 09/24/12	Face to Face w/		730-758pm	MTWTF	:30	5	\$800.001	0.00 NM	5	\$4,000.00
<u>.</u> .			Face to Face w/	J.Ralston								
Face to		Full Bod	\A/1. 1	01-63/	Б.	Dalla.						
	art Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week		Rating						
Week: 09		09/24/12		5 CM		0.00	.00		<b>#</b> 275 664	0.00.10.6		40==
KSNV	09/22/	12 09/22/12	-	CM	6:30-8pm	S-	:30	1	\$375,001	0.00 NM	1	\$375.00
			Vegas Inc.									
	Inc		ū									
Vegas		End Date	_	Spots/Week	Rate	Rating						
Vegas	art Date	End Date 09/23/12	Weekdays	Spots/Week	<u>Rate</u> \$375,00	Rating 0.00						

Print Date: 08/10/12 08:24:26

KSNV

Order / Rev: 1

105329

09/18/12 - 09/24/12

Advertiser:

Estimate:

Democratic Congressional Campaign Co

Alt Order #: Flight Dates: 06839844

Product Desc:

DCCC

1472

Ln Ch Break Start/End Time Days Start End **Inventory Code** Len Spots Rate Pri Rtg Type Spots Amount Mon PR 8-10p Monday Prime 8-10pm THE VOICE Start Date End Date **Weekdays** Spots/Week Rate Rating M-----09/30/12 \$4,000.00 Week: 09/24/12 0.00 E 26 KSNV 09/21/12 09/21/12 Fri PR 9-10p CM 9-10pm ----F--:30 1 \$2,600.001 0.00 NM \$2,600.00 Friday Prime 9-10pm **GRIMM** Weekdays Spots/Week Rating Start Date **End Date** <u>Rate</u> Week: 09/17/12 09/23/12 \_\_\_F\_\_ \$2,600.00 0,00 E 27 KSNV 09/18/12 09/24/12 M-F News 3 at Eleven CM 11pm-1135pm 0.00 NM :30 2 \$1,200.001 \$2,400.00 M-F News 3 at Eleven **NEWS 3 NIGHTSIDE** Rating Start Date End Date Weekdays Spots/Week Rate MTWTF--Week: 09/18/12 09/24/12 \$1,200.00 0.00 E 28 KSNV 09/22/12 09/22/12 Sa-Su News 3 at ElevenCM 0.00 NM 11pm-1135pm :30 1 \$1,100.001 \$1,100.00 Sa-Su News 3 at Eleven **NEWS 3 NIGHTSIDE** Spots/Week Weekdays Rating Start Date End Date <u>Rate</u> ----S-Week: 09/17/12 09/23/12 \$1,100.00 0.00 The Tonight Show 1135p-1237a MTWTF--:30 \$750.001 0.00 NM E 29 KSNV 09/18/12 09/24/12 CM 2 \$1.500.00 **Tonight Show** TONIGHT SHOW W/ JAY LENO Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating 09/24/12 MTWTF--0.00 Week: 09/18/12 \$750.00 Totais 82 \$55,775.00